

Unknown

From: Friedman
Sent: Wednesday, October 23, 1996 3:50 PM
To: Alfonso
Subject: Re[2]: Phase IV OxyContin Team - Minutes

When we get the report, have someone check the before and after calls to these docs.

Reply Separator
Subject: Re: Phase IV OxyContin Team - Minutes
Author: Alfonso at NORWALK
Date: 10/23/96 2:07 PM

interesting comments from Dr. Richard. I also wonder if there was a bias in the form of representatives increasing calls to the selected physicians. Would we get the same ROI in Rx's as a result of the representatives increasing the call rate to this selected group, regardless of dinners? I don't have the list, therefore I don't know if there was a selected preference towards this group in the part of the reps. It's reasonable that these core doctors were already receiving special attention which would have generated an increase in Rx's. If this is the case the cost of the dinners would unnecessarily increase the cost per RX.

Forward Header
Subject: Re: Phase IV OxyContin Team - Minutes
Author: Dr Richard Sackler at NORWALK
Date: 10/23/96 11:04 AM

Michael.

The oxymin12 said:

"Results showed the following: physicians who attended the dinner programs or the weekend meetings wrote more than double the number of new Rx's for OxyContin compared to the control group, and this was sustained over the 3-month post-meeting evaluation period. Weekend meetings had the greatest impact, increasing new prescriptions for OxyContin by a factor between 2.16 and 2.62. These results will be presented in more detail at a later date."

This is very encouraging, although I must allow that a proportion or a % without the associated absolute numbers is inherently meaningless. Was the number of increased Rx's commercially significant? If so, what would the cost per increased Rx be assuming that the absolute difference persisted?

When will a more complete report be available?

Reply Separator
Subject: Phase IV OxyContin Team - Minutes
Author: Linda Harrison at Norwalk2
Date: 10-17-96 3:45 PM

Attached are the Phase IV OxyContin Team Meeting Minutes.

1

7000132742

DEPOSITION
Sackler

PDD1701014399

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER
IN COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL v. PURDUE
PHARMA L.P., ET AL., CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT)